

**1 What additional information can be linked to using the QR code?**

The additional information must relate to the safety, efficacy and/or quality of the medicinal product, must be justified on medical grounds, must be beneficial to the user and must accordingly be outlined concisely and succinctly.

Launch material and other advertising texts therefore cannot be linked to using the QR code. There should be no reference to the authorisation holder's website. The text must correspond to the Information for healthcare professionals and Information for patients or package leaflet. The information must be limited to what is essential; multiple mentions and repetitions or different formulations of the same information (rephrasing) are not permitted.